

I Claim:

1. A method for fastening a polymeric label to a glass, plastic or metal container or surface by means of a water based adhesive composition, said method comprising:

(a) applying a layer of a hydrophilic solid material to said polymeric label to form a hydrophilic layer on said polymeric label;

(b) applying water, water and a crosslinking catalyst or a water based adhesive to said hydrophilic layer to form a fastenable polymeric label; (c) fastening said fastenable polymeric label to a glass, plastic or metal container or surface; and

(d) allowing said polymeric label to dry on said glass, plastic or metal container or surface.

2. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein water and a cross-linking catalyst is applied to said hydrophilic layer.

3. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein water is applied to said hydrophilic layer to form a fastenable polymeric label.

4. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein a waterbased adhesive with or without a cross-linking catalyst is applied to said hydrophilic layer to form a fastenable polymeric label.

5 5. A method for fastening a polymeric label to
a glass, plastic or metal container as defined in claim
2 wherein the cross-linking catalyst is crosslinkable
with either the hydrophilic layer or the adhesive layer
or both layers.

10 6. A method for fastening a polymeric label to
a glass, plastic or metal container as defined in claim
1 wherein the hydrophilic layer is a coated, coextruded
or extruded layer.

15 7. A method for fastening a polymeric label to
a glass, plastic or metal container as defined in claim
6 wherein the hydrophilic layer is a coated layer.

20 8. A method for fastening a polymeric label to
a glass, plastic or metal container as defined in claim
1 wherein the adhesive is applied with 100% coverage or
a pattern to the hydrophilic layer.

25 9. A method for fastening a polymeric label to
a glass, plastic or metal container as defined in claim
1 wherein less adhesive is applied than is normally
applied to a paper label.

30 10. A method for fastening a polymeric label
to a glass, plastic or metal container as defined in
claim 1 wherein the label and hydrophilic layer are clear
or contact clear and are used in conjunction with a clear
or contact clear adhesive to produce a label having a
clear background.

11. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein the polymeric label is a mono-layer or coextruded film selected from clear, opaque or colored polypropylene, high density polyethylene, polyester, polystyrene, polycarbonate, vinyl or compatibilized polymer blends.

12. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein the polymeric label includes a reverse printed clear polymeric film which is between the polymeric label and the hydrophilic layer.

13. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein an adhesion promoting tie layer or primer is used to promote adhesion of the hydrophilic layer to the polymer label.

14. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein an adhesion promoting layer is used on the print surface on the polymer label to promote indicia adhesion.

15. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein a protective coating over the surface of the printed indicia is formulated with slip aids and/or anti-static agents to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

16. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein a protective coating over the surface of the printed indicia is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

17. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein a protective coating over the surface of the exposed polymer layer is formulated with slip aids and/or anti-static agents known to those in the art to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

18. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein a protective coating over the surface of the exposed polymer layer is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

19. A method for fastening a polymeric label to a glass, plastic or metal container as defined in claim 1 wherein the hydrophilic layer is formulated with humectants for curl control and/or anti-block aids to control the layflat and blocking properties of the label for optimum high speed application.

20. A method for fastening a polymeric label
to a glass, plastic or metal container as defined in
claim 1 wherein the aqueous label adhesive is based on
starch, casein, synthetic polymer or blends of starch,
5 casein or synthetic polymers.

21. A method for fastening a polymeric label
to a glass, plastic or metal container as defined in
claim 1 wherein the hydrophilic layer activated by water
10 into an adhesive layer is a derivative of polyacrylic
acid or polyacrylic acid copolymer.

22. A method for fastening a polymeric label
to a glass, plastic or metal container as defined in
15 claim 21 wherein the hydrophilic layer activated by water
into an adhesive layer is a carboxylated sodium polacr-
ylate.